

20

WINNERS

Film Lions

22

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Food & Drink)							
BEER FOR ALL	BREWDOG	BREWDOG	DROGA5, PART OF ACCENTURE SONG, London	UNITED KINGDOM	BISCUIT FILMWORKS, London	BRONZE LION	BRONZE LION
UNFILTERED	MARS INC	SNICKERS	BBDO, New York	USA	SANCTUARY CONTENT, New York	BRONZE LION	BRONZE LION
BEARS	TWIX	TWIX	DDB, Chicago / adam&eveDDB, London	USA	DUMMY FILMS, Los Angeles	SILVER LION	SILVER LION
A02 (Consumer Goods)							
THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH, Berlin	GOLD LION	GOLD LION
DETECTIVES	APPLE	IPHONE 13 PRO	O Positive LLC, Santa Monica / APPLE, Cupertino	USA	O Positive LLC, Santa Monica	GOLD LION	GOLD LION
A04 (Automotive)							
RENAULT CARE SERVICE	RENAULT	RENAULT CARE SERVICE	RENAULT, Boulogne-Billancourt / PUBLICIS MODEM, Paris	FRANCE	PHANTASM, Paris / FRENCH CONNECTION PRODUCTIONS, Paris	BRONZE LION	BRONZE LION
A05 (Retail)							
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin	SILVER LION	SILVER LION
EVEN MORE CONFUSING TIMES	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BLUR FILMS, Madrid / WE ARE SICARIOS STUDIO, Sao Paulo / PICKLE MUSIC, New York	SILVER LION	SILVER LION
SUPERHERO	MCDONALD'S	MCDONALD'S	TBWA/ESPANA, Madrid	SPAIN	BLANK FILMS, Barcelona	BRONZE LION	BRONZE LION
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	SAIGON, São Paulo / LOUD, Sao Paulo / RODRIGO MALTCHIQUE, SP	BRONZE LION	BRONZE LION
A07 (Media / Entertainment)							
MACHINE-GUN MOUTH	BATTLEGROUND MOBILE INDIA	GAMING	DDB MUDRA, Mumbai	INDIA	EARLY MAN FILM PVT LTD, Mumbai	BRONZE LION	BRONZE LION
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH, London	GRAND PRIX	GRAND PRIX
THE TRUTH TAKES A JOURNALIST	THE NEW YORK TIMES	NEWSPAPER	DROGA5, PART OF ACCENTURE SONG, New York / THE NEW YORK TIMES, New York	USA	SOMESUCH, Los Angeles	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)							
SPOTLIGHT	MASTERCARD	MASTERCARD TOUCH CARD	MJZ, Los Angeles / McCANN, New York	USA	MJZ, Los Angeles	SILVER LION	SILVER LION
DOUBT DELIVERED	META	WHATSAPP	BBDO, San Francisco	USA	GIRL CULTURE FILMS, Marina Del Rey	BRONZE LION	BRONZE LION
AXA – BIRDERS	AXA	BIRDERS	PUBLICIS CONSEIL, Paris	FRANCE	SUPERETTE, Paris / PRODIGIOUS, Paris	SILVER LION	SILVER LION
DEAR CUSTOMER	HSBC	HSBC ARGENTINA	DAVID, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires	SILVER LION	SILVER LION
A09 (Not-for-profit / Charity / Government)							
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA, Buenos Aires	BRONZE LION	BRONZE LION
B01 (Food & Drink)							
A LOCKDOWN LOVE STORY	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	TYO INC., Tokyo	BRONZE LION	BRONZE LION
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS, Atene	GOLD LION	GOLD LION
NORM'S OLD PAL MILK	OATLY	OATLY OAT DRINK	OATLY, Malmö	SWEDEN	NEXUS STUDIOS, London	SILVER LION	SILVER LION
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	VAPOR MUSIC GROUP, Toronto	BRONZE LION	BRONZE LION
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA	PSONE, New York	SILVER LION	SILVER LION
THE OFFICIAL TENNIS OF SIPSMTIH GIN	SIPSMITH	SIPSMITH GIN	OGILVY, London	UNITED KINGDOM	BISCUIT FILMWORKS, London	SILVER LION	SILVER LION
B02 (Consumer Goods)							
IF THE EARTH COULD SWALLOW US WHOLE	COW BRAND SOAP KYOSHINSHA CO., LTD.	COW BRAND SOAP	CANDY FILM, Osaka / DENTSU INC., Osaka	JAPAN	CANDY FILM, Osaka	BRONZE LION	BRONZE LION
PARTY	CHEERS	CHEERS	GIGIL, Taguig	THE PHILIPPINES	ARCADE FILM FACTORY, Makati City	BRONZE LION	BRONZE LION
NEW FAIRIES	NIKE	NIKE	WIEDEN+KENNEDY, Sao Paulo	BRAZIL	STINK FILMS, São Paulo / CARTEL, CARTOON, Rio De Janeiro / SUPERSONICA, São Paulo	BRONZE LION	BRONZE LION
SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA/MEDIA ARTS LAB, Shanghai	CHINA (MAINLAND)	LUNAR FILMS, Shanghai	SILVER LION	SILVER LION
B03 (Healthcare)							
THE WISDOM OF THE EAST	5 TAKABB	5 TAKABB ANTI-COUGH PILL & SPRAY	PHENOMENA CO., Bangkok	THAILAND	PHENOMENA CO., Bangkok	BRONZE LION	BRONZE LION
HOPELINE19	FRONTLINE19	HOPELINE19	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS, London	BRONZE LION	BRONZE LION
B05 (Retail)							
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London	SILVER LION	SILVER LION
SUPER BOWL .60	UBER EATS	UBER EATS	SPECIAL, Los Angeles	USA	GIFTED YOUTH, Los Angeles	BRONZE LION	BRONZE LION
B06 (Travel / Leisure)							
WELCOME TO THE ICELANDVERSE	INSPIRED BY ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik	USA	PELIKULA, Reykjavik	SILVER LION	SILVER LION
JOY	MGM RESORTS	BELLAGIO LAS VEGAS	McCANN, New York	USA	SANCTUARY CONTENT, Los Angeles	SILVER LION	SILVER LION
CONVERGENCE STATION	MEOW WOLF	?	WIEDEN+KENNEDY, Portland	USA	BISCUIT FILMWORKS, Los Angeles	GOLD LION	GOLD LION
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	B-REEL, Stockholm	BRONZE LION	BRONZE LION
B07 (Media / Entertainment)							
ONE	WHATSAPP INC.	WHATSAPP	BBDO, Berlin / BBDO, San Francisco	GERMANY	ICONOCLAST, Berlin	BRONZE LION	BRONZE LION
B08 (Consumer Services / Business to Business)							
METAVERRRRRRR	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE	LEO BURNETT, Bangkok	THAILAND	FACTORY01, Bangkok	SILVER LION	SILVER LION
ESCAPE FROM THE OFFICE	APPLE	APPLE DEVICES	APPLE, Sunnyvale / SMUGGLER, Central LA	USA	SMUGGLER, Central LA	GRAND PRIX	GRAND PRIX

20

WINNERS

Film Lions

22

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
B09 (Not-for-profit / Charity / Government)							
WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL, Amsterdam	BRONZE LION	BRONZE LION
LOVE, LAWYERS AND THE GOVERNMENT	FAMILY EQUALITY	FAMILY EQUALITY	FURLINED, Santa Monica / TBWA\CHIAT\DAY, New York	USA	FURLINED, Santa Monica	SILVER LION	SILVER LION
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, OR	GOLD LION	GOLD LION
SAVE RALPH	HUMANE SOCIETY INTERNATIONAL	COSMETIC ANIMAL TESTING	THE HUMANE SOCIETY OF THE UNITED STATES, Washington DC / VESPA PICTURES, California	USA	ALLDAYEVERYDAY, Los Angeles / ARCH MODEL STUDIOS, London / VESPA PICTURES, California	GOLD LION	GOLD LION
THE UMBILICAL CORD	EQUAL PAY DAY	CLOSE THE WAGE GAP	MORTIERBRIGADE, Brussels	BELGIUM	CZAR, Brussels	BRONZE LION	BRONZE LION
C01 (Viral Film)							
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS, Atene	BRONZE LION	BRONZE LION
WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	B-REEL, Stockholm	GOLD LION	GOLD LION
D01 (Screens & Events)							
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	McCANN, Stockholm	SWEDEN	MRM, Bucharest / COLONY, Stockholm / FLX 2.0, Stockholm	BRONZE LION	BRONZE LION
D02 (Micro-film)							
THE ARRIVAL	VOLKSWAGEN	VW SERVICES	DDB, Paris	FRANCE	ALLSO, Paris / STUDIO 5, Paris	BRONZE LION CAMPAIGN	BRONZE LION
THE OPENING	VOLKSWAGEN	VW SERVICES	DDB, Paris	FRANCE	ALLSO, Paris / STUDIO 5, Paris	BRONZE LION CAMPAIGN	BRONZE LION
E02 (Online & Viral Film)							
AN AD IN AN AD IN AN AD	OATLY	OAT DRINK	OATLY, Malmö	SWEDEN	ROCHEFORT, Amsterdam	BRONZE LION	BRONZE LION
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB INDIA, Delhi / FCB CHICAGO	INDIA	KINNECT, Mumbai / FCB INDIA, Delhi	SILVER LION	SILVER LION
F01 (Local Brand)							
METAVERRRRRRRR	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE	LEO BURNETT, Bangkok	THAILAND	FACTORY01, Bangkok	BRONZE LION	BRONZE LION
THE LIFT	WINAMAX	WINAMAX	WANDA PRODUCTIONS, Saint-Denis / TBWA, Paris	FRANCE	WANDA PRODUCTIONS, Saint-Denis / PULSE FILMS, London	SILVER LION	SILVER LION
F03 (Single-market Campaign)							
AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM	SANCTUARY CONTENT, Los Angeles	BRONZE LION	BRONZE LION
F04 (Social Behaviour)							
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	NEW LAND, Copenhagen	SILVER LION	SILVER LION
F05 (Cultural Insight)							
SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA\MEDIA ARTS LAB, Shanghai	CHINA (MAINLAND)	LUNAR FILMS, Shanghai	GOLD LION	GOLD LION
F06 (Breakthrough on a Budget)							
WELCOME TO THE ICELANDVERSE	INSPIRED BY ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik	USA	PELIKULA, Reykjavik	SILVER LION	SILVER LION
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA	FLARE BBDO, Chicago / CANJA AUDIO CULTURE, Curitiba	BRONZE LION	BRONZE LION
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB INDIA, Delhi / FCB CHICAGO	INDIA	KINNECT, Mumbai / FCB INDIA, Delhi	BRONZE LION	BRONZE LION
F07 (Corporate Purpose & Social Responsibility)							
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London	BRONZE LION	BRONZE LION
VAX, WAX AND CHILLAX	COORS	COORS LIGHT	BISCUIT FILMWORKS, Los Angeles / DDB, Chicago	USA	BISCUIT FILMWORKS, Los Angeles	BRONZE LION	BRONZE LION
THE DREAM	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, AMC NETWORKS, DKV, DUREX, BAVIERA, FEPM)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	LANDIA, Madrid / THE OMS, Madrid	SILVER LION	SILVER LION